

electronic device, priority information, type of the electronic device, and a version of software installed on the electronic device.

4. The method as claimed in claim 1, wherein one of the content information and the service information pertains to at least one of metadata about the content, electronic program guide data of the content, a type of the service, and a status of the service.

5. The method as claimed in claim 1 further comprising detecting nomenclature of one or more adjacently located devices.

6. The method as claimed in claim 5, wherein the identifier provided to the electronic device is further based on another identifier of another device located within a threshold distance from the electronic device.

7. The method as claimed in claim 1, further comprising transmitting the identifier of the electronic device to at least one device requesting to establish a connection with the electronic device.

8. The method as claimed in claim 5, further comprising performing, based on at least one of the identifier and the other identifier, at least one of:

controlling an operation of the electronic device; and
executing a functionality at the electronic device.

9. The method as claimed in claim 1, further comprising: detecting whether the identifier provided to the electronic device complies with a rule in relation to identifier of the electronic device; and

providing a revised identifier to the electronic device, in response to the identifier provided to the electronic device not complying with the rule, the revised identifier being based on parsed content or service information offered by the electronic device.

10. The method as claimed in claim 9, further comprising transmitting the revised identifier of the electronic device to at least one device requesting to establish a connection with the electronic device.

11. The method as claimed in claim 1, further comprising performing, based on at least one of the revised identifier and another identifier of another device, at least one of:

controlling an operation of the electronic device; and
executing a functionality of the electronic device.

12. An electronic device comprising:

a communication interface configured to transmit discovery information about the electronic device to at least one other device, the discovery information comprising an identifier assigned to one of the electronic device and a connection offered by the electronic device, and the identifier being based on at least one of content offered by the electronic device, a service offered by the electronic device, and an application running on the electronic device.

13. The electronic device as claimed in claim 12, further comprising a synchronization module configured to:

detect at least one of:

a multimedia application running on the electronic device, the multimedia application offering one of the content and the service,

a first change in the content being offered by the electronic device,

a second change in the service offered by the electronic device, and

a third change in the application running on the electronic device; and

generate a corresponding trigger.

14. The electronic device as claimed in claim 13, further comprising a content and service status information determining module in operational interconnection with the synchronization module, the content and service status information determining module being configured to receive the corresponding trigger and generate at least one of content information pertaining to the content offered by the electronic device, service information pertaining to the service offered by the electronic device, and application information pertaining to the application running on the electronic device.

15. The electronic device as claimed in claim 14, further comprising a dynamic name processing module comprising a name synthesizer module, the dynamic name processing module being in operational interconnection with the content and service status information determining module, and configured to:

receive, from the content and service status information determining module, at least one of the content information, the service information, and the application information, and

provide an identifier to one of the electronic device and a connection offered by the electronic device.

16. The electronic device as claimed in claim 12, wherein the communication interface comprises a device/connection name module configured to transmit discovery information about the electronic device to at least one other device.

17. The electronic device as claimed in claim 16, wherein the device/connection name module is further configured to receive another identifier of a device located within a threshold distance from the electronic device.

18. The electronic device as claimed in claim 17, wherein the device/connection name module is in operational interconnection with the dynamic name processing module and is configured to provide to the dynamic name processing module the other identifier.

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